



MLA'08

Connections: Bridging the Gaps

May 16–21 • Chicago

mlanet.org

MEDICAL LIBRARY ASSOCIATION 2008 ANNUAL MEETING AND EXHIBITION

Welcome to the MLA'08 Annual Meeting CD-ROM. This year's Meeting – Connections: Bridging the Gaps – "The Premier Event in Health Sciences Information" was held May 16-21 in Chicago.

The theme of MLA'08 "Connections: Bridging the Gaps," encapsulates the never-ending urge to use technology to connect with others. Many of you have already joined in the technology revolution and are taking advantage of all the new tools available. You will hear much about Web 2.0, listen to a wealth of information from our Featured Speakers, Plenary Sessions, MLA Business Meetings, Open Forums as well as the vast Section Programming.

We are confident that through the use of this Interactive CD-ROM, you will enjoy a large audio library to share with colleagues, use as reference material or refresh your own knowledge. Once you have listened, you will not want to miss next year's Annual Meeting to be held in beautiful Hawaii.

Continue to visit www.mlanet.org for full details and conference program.



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SAVE THE DATE FOR MLA 2009

Looking forward to seeing you!



Honolulu, Hawaii • May 15–20

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FEATURED SPEAKERS/PLENARY SESSIONS

audio handout session
code

3.01 Plenary Session I: Welcome to MLA'08 & Presidential Address

Mark E. Funk, AHIP, MLA President, 2007/08

3.02 Plenary Session II: The John P. McGovern Lecture Established with a donation from the John P. McGovern Foundation

Andrew Zoll

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Like the world around us, health sciences librarianship is constantly changing. As a profession, we need to understand and master the new technologies in wide use around us, while still maintaining the core values and contributions of our profession. We need to connect to our users to the underserved in our communities, to a younger generation, to diverse cultures, to each other, and to new fields of knowledge and new ways of working. Join Andrew Zoll as he outlines the trends shaping our future and provides insight to help us bridge the gaps.

A brilliant, globally connected author, forecaster, and design strategist, Zoll is a dynamic leader of today's new generation of young futurists. He has a gift for seeing patterns and strategic opportunities at the intersections of demographics, creativity, innovation, design, and technology and has been the futurist-in-residence for American Demographics, Popular Science, National Geographic, and National Public Radio's Marketplace. Head of Z + Partners, he is the editor of The Catalog of Tomorrow, a visiting fellow of the Woodrow Wilson Foundation, Fidelity Fellow for Business and Society of the Boston College Center for Corporate Citizenship, and the designer of Pop!Tech, an annual conference on the impact of technology on people. He was named an Emerging Explorer in 2004 by the National Geographic Society and has collaborated with the society on a number of forward-looking projects. He was named one of the Fast 50 for 2005 by FastCompany and one of 20 Outstanding Entrepreneurs Under 35 by Red Herring.

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FEATURED SPEAKERS/PLENARY SESSIONS

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3.03 Plenary Session III: The Janet Doe Lecture There Are No More Giants: Changing Leadership for Changing Times

Thomas G. Basler, FMLA



The Janet Doe lecturer is an individual chosen for his or her unique perspective on the history or philosophy of medical librarianship. Thomas G. Basler, FMLA, has a long track record of leadership and innovation in the profession. In his current position as director of libraries and learning resource centers and chair of the department of library science and informatics at the Medical University of South Carolina, he has significantly improved outreach to underserved and minority populations.

Basler previously served as the director of libraries and professor at the Medical College of Georgia, where he established the first state-of-the-art computer lab in a medical library in the Southeast, and at the New York Academy of Medicine, where he was associated with Janet Doe herself. His libraries have often been cited as cutting-edge centers of innovation.

His service leadership positions have included two terms as chair of the National Library of Medicine National Institutes of Health Biomedical Library Review Committee, terms on the MLA National Program Committee and the Journal of the Medical Library Association Editorial Board, and two terms as the chair of the Nominating Committee for the Southern Chapter of MLA. He has informally mentored many of his colleagues, providing them with guidance and direction in their careers and reaching out to those just starting in their careers.

He is known as an entertaining and sometimes provocative speaker and has addressed conferences throughout the United States, including several presentations associated with the National Library of Medicine. He has also been extensively published, most recently in Reference Services Review. His professional and educational achievements led to his being named an MLA Fellow in 2004.

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FEATURED SPEAKERS/PLENARY SESSIONS

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3.04 NLM Update

3.05 Plenary Session IV: Web 2.0 Tools for Librarians: Description, Demonstration, Discussion and Debate

Moderator: Mark E. Funk, AHIP, Head, Collection Development, Samuel J. Wood Library, Weill Cornell Medical College, New York, NY

The proliferation of web 2.0 tools in libraries of all types has been rapid, unrelenting, and unsurprising. The potential of these tools to improve communication between librarians and their patrons was recognized almost immediately. From that time on, librarians have creatively adapted web 2.0 applications in a largely successful effort to realize this potential.

Perhaps the most appealing feature of web 2.0, and the reason librarians and educators were so quick to adopt it, is that it facilitates the creation of online communities and social networks. Individuals who share common interests, such as librarians and their patrons, can now be brought together in an interactive space highly conducive to collaboration, cooperation, and creativity.

"Web 2.0 Tools for Libraries: Description, Demonstration, Discussion, and Debate" will explore how librarians can use social networking applications to create these communities. The session will feature demonstrations of the principal web 2.0 tools, suggestions for their use in libraries, and a panel discussion, moderated by MLA President Mark E. Funk, AHIP, in which leading proponents of social networking software explore the present status and possible future directions of web 2.0.

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MLA MEETINGS

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- 1.01 **MLA Business Meeting I**
Mark E. Funk, AHIP, MLA President 2007/08
- 1.02 **MLA Business Meeting II: Presidential Inaugural Address and MLA '09 invitation**
Mark E. Funk, AHIP, MLA President 2007/08, Presiding; Presidential Inaugural Address: Mary L. Ryan, MLA President 2008/2009 and Director, UAMS Library, University of Arkansas for Medical Sciences - Little Rock
- 1.03 **Legislative Update**
Grassroots Advocacy: A Quick How-To Guide
Join MLA's Governmental Relations Committee, Joint MLA/Association of Academic Health Sciences Libraries Legislative Task Force, and Washington representative Dale Dirks, president, Health and Medicine Counsel of Washington, for this program. During the program, speakers will discuss tried-and-true strategies that can be utilized by health sciences librarians for developing and

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OPEN FORUMS

audio

session
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- 2.01 Librarians Without Borders
- 2.03 Open Forum: Health Information Literacy Research Project
- 2.04 Open Forum: Task Force on Social Networking Software
- 2.05 Open Forum: Vital Pathways Program

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